Chase Lawson

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EDUCATION

Loyola University Maryland, College of Arts and Sciences — Baltimore, MD
Bachelor of Arts in Writing, Minor in African and African American Studies, GPA: ***3.8*** — May 2027

EXPERIENCE

BYROE — New York, NY
Social Media Intern — August 2026 – Present

- Produced the creative content strategy and digital production for a seasonal campaign centered on Black Friday, delivering high-impact multimedia content aligned with core brand storytelling.
- Tracked and evaluated cross-platform performance metrics, analyzing audience engagement trends to identify optimization opportunities and refine ongoing campaign strategies.
- Conducted comprehensive brand and market research to analyze core strengths, weaknesses, and company heritage, translating competitive insights into informed digital marketing strategies.

Hachette Book Group (Union SQ & Co.) — New York, NY
Marketing and Publicity Intern — July 2025 – December 2025

- Supported concepting and execution of influencer campaigns, including PR mailers and creator collaborations for Kidlit/YA/nonfiction releases.
- Assisted with influencer send-outs: product selection, organization, shipment coordination; maintained Excel trackers for outreach/performance.
- Utilized platforms (Aprimo, NetGalley, Edelweiss, MS Office/Teams); tracked campaign performance and shared trend insights.
- Participated in cross-functional meetings (acquisitions, marketing, design) on brand activations and cultural moments.
- Maintained time management, balancing long-term projects and fast-paced daily tasks in a collaborative hybrid environment.

Apprentice House Press — Baltimore, MD
Editorial Intern — January 2025 – April 2025

- Edited/proofread two full-length manuscripts; assisted with administrative tasks for publication workflow.
- Evaluated 200+ submissions for quality and genre alignment, liaised with authors on acceptance and contracts, and maintained organized editorial records in Dropbox.
- Collaborated with authors and teams on manuscript edits, providing feedback and tracking deadlines, honing organizational skills for fast-paced campaign execution.

SCAN Harbor Tony Duke Performing Arts Academy — New York, NY
Team Leader — June 2025 – August 2025

- Maintained organization to support brand activations and ensure day-to-day operations ran smoothly.
- Collaborated cross-functionally with staff and students on-facility and off-facility for logistics and program support.
- Created newsletters to contribute performing arts trend insights for publicity outreach, attracting more participants to the performing arts program.

CL Lashes — New York, NY
Founder — October 2022 – Present

- Directed digital marketing campaigns, promotional distribution, and daily business operations to drive client growth while ensuring full regulatory compliance.

LEADERSHIP

Loyola University Maryland Creative Writing Club — Baltimore, MD
Social Media Manager — September 2025

- Curated and scheduled multi-format Instagram content, tracking analytics and social trends to boost community engagement.
- Translated club meetings, live events, and community feedback into high-impact digital campaigns that drove active member participation.

Loyola University Pi Epsilon Pi Honor Society — Baltimore, MD
Recruitment Chair — September 2026

- Designed targeted outreach initiatives to introduce prospective students to the society and highlight the value of writing majors/minors.
- Collaborated with faculty, student leaders, and campus organizations to host co-sponsored literary events, open mics, and academic panels.

SKILLS, ACTIVITIES, AWARDS & INTERESTS

Technical Skills: Marketing Campaign Execution, Social Content Strategy, Audience Engagement & Analytics, Brand Storytelling, Cross-Functional Collaboration, Project Planning & Time Management, Written & Verbal Communication, Microsoft Office Suite, Canva.
Activities & Awards: Bankroll Diaries Blog, Lash Business Booking Page, POSSE Foundation Finalist (2022), Fordham STEP Program (2022), Pi Epsilon Pi Honor Society (2025–Present).
Interests: Publishing, Creative Writing, Social Content Strategy, Project Management, Diversity, Equity and Inclusion, Community Service and Engagement, Brand Storytelling, Communications & Public Affairs.